

ROSLYNN GRISDALE

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EDUCATION

- Graduated from Missouri State University May 2021.
- Bachelors Degree in Marketing with emphasis on advertising and promotion.

SKILLS

- Posses superior leadership, punctuality, responsibility, and organizational skills.
- Can work individually or in a team setting.
- Great ability to communicate with employer and customers.
- Ability to operate Microsoft Office, Hootsuite, and Creator Studio.

ACHIEVEMENTS

- Dual Credit Scholarship
- A+ Scholarship

EXPERIENCE

DIGITAL MARKETING SPECIALIST

Foster Senior Living | March 2021 - Present

- Managed social media accounts: Facebook, Instagram, LinkedIn
- Slack Management
- Publicized recruitment opportunities on LinkedIn, Facebook, and Indeed
- Gather and compare data for LinkedIn, Instagram, and Facebook
- Design promotional media to entice target market and increase sales

SOCIAL MEDIA INTERN

Discovery Center | January 2020 - May 2020

- Produced marketing content on Instagram and Twitter
- Operated educational event activity
- Utilized Hootsuite to schedule posts.

PINK CAMPUS EVENT COORDINATOR

Victoria Secret Pink | January 2019 - February 2021

- Promoted PINK by organizing events on MSU campus.
- Created brand awareness on Instagram, Tiktok, and Snapchat
- Recruited local business sponsorships for PINK promotional events

EXTRACURRICULAR

LIVE ENTERTAINMENT EVENT COORDINATOR

Student Activities Council | August 2019 - May 2021

- Promoted and hosted live entertainment events on MSU campus.
- Created awareness for SAC at MSU.
- Conducted marketing research to select event entertainers.

ICE BEARS HOCKEY

Missouri State University | January 2021 - May 2021

- Greet attendees and enforced Covid guidelines at the game.
- Managing finances of merchandise.
- Promote MSU Hockey team on social media.